

A regular cigarette

New Merit Thins

The new smoking dimension.

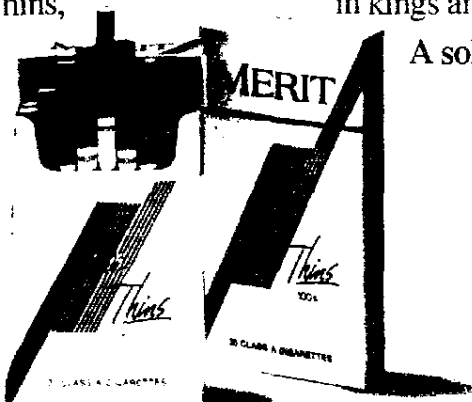
Merit breakthrough combines a new thin shape and great taste in a remarkable new, low-tar cigarette. Introducing new Merit Thins.

Here's a whole new way to smoke, from the smart thin shape to the rich tobacco taste. New Merit Thins have 1/4th less tobacco than regular cigarettes. Yet they're rich tasting, because of Merit's exclusive Enriched Flavor.TM In fact, new Merit Thins deliver the flavor and smoking satisfaction of leading light cigarettes, but *less tar*.

And with less tobacco, there's less smoke.

New Merit Thins, in kings and 100's.

A solution with Merit.



New Merit Thins

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

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